



WDAF-TV

# ORDER

Print Date 11/05/12

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Flight Dates 10/30/12-11/06/12

Contract / Revision 586911 /

Original Date / Revision  
11/05/12 11/05/12

Advertiser Missouri PMCSA

Agency Smart Media Group LLC

Buying Contact

814 King Street  
Suite 400  
Alexandria, VA 22314

Product

MOPET

Agency Com 15%

Billing Contact

814 King Street  
Suite 400  
Alexandria, VA 22314

Sales Office DC-M

Sales Region NAT

Agency Ref

Order Sep 00:15:00

Estimate # C30N06

Alt Order # 09853278

Billing Type Cash

Order Type GENERAL

Billing Cycle EOM/EOC

Billing Calendar BROADCAST

Demographic A35+

Rev Codes SP-POL ISS POL

Product Codes PL2C

Priority 2

Advertiser Ref

Primary Account Executive  
Dan Driscoll

Account Executive	Order%	Start Date	End Date
Dan Driscoll	100%		

Order Share 25% Market Value 152800

Competing Station	% of Order	Amount
KCPT	%	0
KCTV	25%	38200
KCWE	%	0
KMBC	25%	38200
KMCI	%	0
KPXE	%	0
KSHB	25%	38200
KSMO	%	0

## Order Totals

Month	# of Spots	Net Amount	Gross Amount	Rating
November 2012	43	\$32,470.00	\$38,200.00	0.00
<b>Totals</b>	<b>43</b>	<b>\$32,470.00</b>	<b>\$38,200.00</b>	<b>0.00</b>

## Billing Plan

Start Date	End Date	# Spots	Net Amount	Gross Amount
10/29/12	11/06/12	43	\$32,470.00	\$38,200.00

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Totals	
														Spots	Amount
1	4	10/30/12	10/30/12	M-F 9-10a M-F 9-10a	CM-All	9-10a	-T-----	:30	1	\$500.00	1	0.00	NM	1	\$500.00
NEWS AT 9A															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/29/12	11/04/12	-T-----					1	\$500.00		0.00			
2	4	10/31/12	10/31/12	M-F 9-10a M-F 9-10a	CM-All	9-10a	--W----	:30	1	\$500.00	1	0.00	NM	1	\$500.00
NEWS AT 9A															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/29/12	11/04/12	--W----					1	\$500.00		0.00			
3	4	11/01/12	11/01/12	M-F 9-10a M-F 9-10a	CM-All	9-10a	---T---	:30	1	\$500.00	1	0.00	NM	1	\$500.00
NEWS AT 9A															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/29/12	11/04/12	---T---					1	\$500.00		0.00			

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Totals SpotsAmount	
4	4	11/02/12	11/02/12	M-F 9-10a M-F 9-10a	CM-All	9-10a	----F--	:30	1	\$500.00	1	0.00	NM	1	\$500.00
NEWS AT 9A															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/29/12	11/04/12	----F--			1		\$500.00		0.00				
5	4	11/06/12	11/06/12	M-F 9-10a M-F 9-10a	CM-All	9-10a	-T-----	:30	1	\$500.00	1	0.00	NM	1	\$500.00
NEWS AT 9A															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		11/05/12	11/11/12	-T-----			1		\$500.00		0.00				
6	4	10/30/12	10/30/12	M-F 12p-1p M-F 12-1p	CM-All	12-1p	-T-----	:30	1	\$500.00	1	0.00	NM	1	\$500.00
NOON NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/29/12	11/04/12	-T-----			1		\$500.00		0.00				
7	4	10/31/12	10/31/12	M-F 12p-1p M-F 12-1p	CM-All	12-1p	--W----	:30	1	\$500.00	1	0.00	NM	1	\$500.00
NOON NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/29/12	11/04/12	--W----			1		\$500.00		0.00				
8	4	11/01/12	11/01/12	M-F 12p-1p M-F 12-1p	CM-All	12-1p	---T---	:30	1	\$500.00	1	0.00	NM	1	\$500.00
NOON NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/29/12	11/04/12	---T---			1		\$500.00		0.00				
9	4	11/02/12	11/02/12	M-F 12p-1p M-F 12-1p	CM-All	12-1p	----F--	:30	1	\$500.00	1	0.00	NM	1	\$500.00
NOON NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/29/12	11/04/12	----F--			1		\$500.00		0.00				
10	4	11/05/12	11/05/12	M-F 12p-1p M-F 12-1p	CM-All	12-1p	M-----	:30	1	\$500.00	1	0.00	NM	1	\$500.00
NOON NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		11/05/12	11/11/12	M-----			1		\$500.00		0.00				
11	4	10/30/12	10/30/12	M-F 4-5p M-F 4-5p	CM-All	4-5p	-T-----	:30	1	\$375.00	2	0.00	NM	1	\$375.00
JUDGE JUDY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/29/12	11/04/12	-T-----			1		\$375.00		0.00				
12	4	11/01/12	11/01/12	M-F 4-5p M-F 4-5p	CM-All	4-5p	---T---	:30	1	\$375.00	2	0.00	NM	1	\$375.00
JUDGE JUDY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/29/12	11/04/12	---T---			1		\$375.00		0.00				
13	4	10/30/12	10/30/12	M-F 7-9a M-F 7-9a	CM-All	7-9a	-T-----	:30	1	\$825.00	1	0.00	NM	1	\$825.00
NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/29/12	11/04/12	-T-----			1		\$825.00		0.00				
14	4	10/31/12	10/31/12	M-F 7-9a M-F 7-9a	CM-All	7-9a	--W----	:30	1	\$825.00	1	0.00	NM	1	\$825.00
NEWS															

Contract / Revision      **586911**      Flight Dates **10/30/12-11/06/12**

Original Date / Revision    11/05/12/    11/05/12

**Advertiser** Missouri PMCSA

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Totals SpotsAmount	
14	4	10/31/12	10/31/12	M-F 7-9a M-F 7-9a	CM-All	7-9a	--W----	:30	1	\$825.00	1	0.00	NM	1	\$825.00
NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/29/12	11/04/12	--W----					1	\$825.00		0.00			
15	4	11/01/12	11/01/12	M-F 7-9a M-F 7-9a	CM-All	7-9a	---T---	:30	1	\$825.00	1	0.00	NM	1	\$825.00
NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/29/12	11/04/12	---T---					1	\$825.00		0.00			
16	4	11/02/12	11/02/12	M-F 7-9a M-F 7-9a	CM-All	7-9a	----F--	:30	1	\$825.00	1	0.00	NM	1	\$825.00
NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/29/12	11/04/12	----F--					1	\$825.00		0.00			
17	4	11/05/12	11/05/12	M-F 7-9a M-F 7-9a	CM-All	7-9a	M-----	:30	1	\$825.00	1	0.00	NM	1	\$825.00
NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		11/05/12	11/11/12	M-----					1	\$825.00		0.00			
18	4	11/06/12	11/06/12	M-F 7-9a M-F 7-9a	CM-All	7-9a	-T-----	:30	1	\$825.00	1	0.00	NM	1	\$825.00
NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		11/05/12	11/11/12	-T-----					1	\$825.00		0.00			
20	4	11/04/12	11/04/12	Su 5-6p 530-6p	CM-All	530-6p (5:30 PM-6:00 PM)	-----S	:30	1	\$375.00	1	0.00	NM	1	\$375.00
NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/29/12	11/04/12	-----S					1	\$375.00		0.00			
21	4	10/30/12	10/30/12	M-F 9-10p 9-930p	CM-All	9-930p (9:00 PM-9:30 PM)	-T-----	:30	1	\$1,800.00	1	0.00	NM	1	\$1,800.00
FOX NEWS AT 9															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/29/12	11/04/12	-T-----					1	\$1,800.00		0.00			
22	4	10/31/12	10/31/12	M-F 9-10p 9-930p	CM-All	9-930p (9:00 PM-9:30 PM)	--W----	:30	1	\$1,800.00	1	0.00	NM	1	\$1,800.00
FOX NEWS AT 9															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/29/12	11/04/12	--W----					1	\$1,800.00		0.00			
23	4	11/01/12	11/01/12	M-F 9-10p 9-930p	CM-All	9-930p (9:00 PM-9:30 PM)	---T---	:30	1	\$1,800.00	1	0.00	NM	1	\$1,800.00
FOX NEWS AT 9															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/29/12	11/04/12	---T---					1	\$1,800.00		0.00			
24	4	11/02/12	11/02/12	M-F 9-10p 9-930p	CM-All	9-930p (9:00 PM-9:30 PM)	----F--	:30	1	\$1,800.00	1	0.00	NM	1	\$1,800.00
FOX NEWS AT 9															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/29/12	11/04/12	----F--					1	\$1,800.00		0.00			
25	4	11/05/12	11/05/12	M-F 9-10p 9-930p	CM-All	9-930p (9:00 PM-9:30 PM)	M-----	:30	1	\$1,800.00	1	0.00	NM	1	\$1,800.00
FOX NEWS AT 9															



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Contract / Revision 586911 Flight Dates 10/30/12-11/06/12

Hiatus Dates

Original Date / Revision 11/05/12/ 11/05/12

Order Sep 00:15:00

Advertiser Missouri PMCSA

Product MOPET

Estimate # C30N06

													Totals	
Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg Type	Spots	Amount
25	4	11/05/12	11/05/12	M-F 9-10p 9-930p	CM-All	9-930p (9:00 PM-9:30 PM)	M-----	:30	1	\$1,800.00	1	0.00 NM	1	\$1,800.00
FOX NEWS AT 9														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>		
Week:		11/05/12	11/11/12	M-----					1	\$1,800.00		0.00		
26	4	11/01/12	11/01/12	M-F 3-4p M-F 3-4p	CM-All	3-4p	---T---	:30	2	\$150.00	2	0.00 NM	2	\$300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>		
Week:		10/29/12	11/04/12	---T---					2	\$150.00		0.00		
27	4	11/02/12	11/02/12	M-F 3-4p M-F 3-4p	CM-All	3-4p	----F--	:30	2	\$150.00	2	0.00 NM	2	\$300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>		
Week:		10/29/12	11/04/12	----F--					2	\$150.00		0.00		
28	4	11/05/12	11/05/12	M-F 3-4p M-F 3-4p	CM-All	3-4p	M-----	:30	1	\$150.00	2	0.00 NM	1	\$150.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>		
Week:		11/05/12	11/11/12	M-----					1	\$150.00		0.00		
29	4	11/01/12	11/01/12	M-F 3-4p M-F 3-4p	CM-All	3-4p	---T---	:30	1	\$375.00	2	0.00 NM	1	\$375.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>		
Week:		10/29/12	11/04/12	---T---					1	\$375.00		0.00		
30	4	11/02/12	11/02/12	M-F 3-4p M-F 3-4p	CM-All	3-4p	----F--	:30	1	\$375.00	2	0.00 NM	1	\$375.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>		
Week:		10/29/12	11/04/12	----F--					1	\$375.00		0.00		
31	4	11/05/12	11/05/12	M-F 3-4p M-F 3-4p	CM-All	3-4p	M-----	:30	1	\$375.00	2	0.00 NM	1	\$375.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>		
Week:		11/05/12	11/11/12	M-----					1	\$375.00		0.00		
32	4	11/03/12	11/03/12	Sa 7-9a Sa 7-9a	CM-All	Sa 7-9a	-----S-	:30	1	\$800.00	1	0.00 NM	1	\$800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>		
Week:		10/29/12	11/04/12	-----S-					1	\$800.00		0.00		
33	4	11/04/12	11/04/12	Su 7-9a Su 7-9a	CM-All	Su 7-9a	-----S	:30	1	\$800.00	1	0.00 NM	1	\$800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>		
Week:		10/29/12	11/04/12	-----S					1	\$800.00		0.00		
34	4	11/04/12	11/04/12	Su 10p Sports BB/SP Su 10p Sports SP	CM-All	Su 10-1035p	-----S	:30	1	\$1,000.00	1	0.00 NM	1	\$1,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>		
Week:		10/29/12	11/04/12	-----S					1	\$1,000.00		0.00		
35	4	11/05/12	11/05/12	Monday Prime B FOX Prime Monday 8-9p	CM-All	8p-9p	M-----	:30	1	\$1,800.00	2	0.00 NM	1	\$1,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>		
Week:		11/05/12	11/11/12	M-----					1	\$1,800.00		0.00		
36	4	11/01/12	11/01/12	X Factor Thursday FOX X Factor	CM-All	7-9p (7:00 PM-8:00 PM)	---T---	:30	1	\$3,000.00	1	0.00 NM	1	\$3,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>		
Week:		10/29/12	11/04/12	---T---					1	\$3,000.00		0.00		
37	4	11/02/12	11/02/12	Friday Prime A FOX Prime Friday 7-8p	CM-All	7p-8p	----F--	:30	1	\$1,000.00	2	0.00 NM	1	\$1,000.00



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Hiatus Dates

Original Date / Revision 11/05/12/ 11/05/12

Order Sep 00:15:00

Advertiser **Missouri PMCSA**

Product **MOPET**

Estimate # **C30N06**

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Totals	
														Spots	Amount
37	4	11/02/12	11/02/12	Friday Prime A FOX Prime Friday 7-8p	CM-All	7p-8p	----F--	:30	1	\$1,000.00	2	0.00	NM	1	\$1,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
	Week:	10/29/12	11/04/12	----F--					1	\$1,000.00		0.00			
38	4	11/02/12	11/02/12	Friday Prime B FOX Prime Friday 8-9p	CM-All	8p-9p	----F--	:30	1	\$1,000.00	2	0.00	NM	1	\$1,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
	Week:	10/29/12	11/04/12	----F--					1	\$1,000.00		0.00			
39	4	11/02/12	11/02/12	M-F 630-7p M-F 630-7p	CM-All	630-7p	----F--	:30	1	\$2,160.00	3	0.00	NM	1	\$2,160.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
	Week:	10/29/12	11/04/12	----F--					1	\$2,160.00		0.00			
40	4	11/05/12	11/05/12	M-F 630-7p M-F 630-7p	CM-All	630-7p	M-----	:30	1	\$2,155.00	2	0.00	NM	1	\$2,155.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
	Week:	11/05/12	11/11/12	M-----					1	\$2,155.00		0.00			
41	4	11/05/12	11/05/12	M-F 630-7p M-F 630-7p	CM-All	630-7p	M-----	:30	1	\$2,160.00	2	0.00	NM	1	\$2,160.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
	Week:	11/05/12	11/11/12	M-----					1	\$2,160.00		0.00			
E 42	4	11/06/12	11/06/12	M-F 10-11a M-F 10-11a	CM-All	10-11a	-T-----	:30	1	\$375.00	1	0.00	NM	1	\$375.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
	Week:	11/05/12	11/11/12	-T-----					1	\$375.00		0.00			
Totals														43	\$38,200.00



WDAF-TV

# ORDER

Print Date 10/31/12 Page 1 of 5

Flight Dates 10/30/12-11/06/12

Contract / Revision 586911 /

Original Date / Revision  
10/31/12 10/31/12

Advertiser Missouri PMCSA

Agency Smart Media Group LLC

Buying Contact

814 King Street  
Suite 400  
Alexandria, VA 22314

Product

MOPET

Agency Com 15%

Billing Contact

814 King Street  
Suite 400  
Alexandria, VA 22314

Sales Office DC-M

Sales Region NAT

Agency Ref

Order Sep 00:15:00

Estimate # C30N06

Alt Order # 09853278

Billing Type Cash

Order Type GENERAL

Billing Cycle EOM/EOC

Billing Calendar BROADCAST

Demographic A35+

Rev Codes SP-POL ISS POL

Product Codes PL2C

Priority 2

Advertiser Ref

Primary Account Executive  
Dan Driscoll

Account Executive	Order%	Start Date	End Date
Dan Driscoll	100%		

Order Share 25% Market Value 151300

Competing Station	% of Order	Amount
KCPT	%	0
KCTV	25%	37825
KCWE	%	0
KMBC	25%	37825
KMCI	%	0
KPXE	%	0
KSHB	25%	37825
KSMO	%	0

## Order Totals

## Billing Plan

Month	# of Spots	Net Amount	Gross Amount	Rating	Start Date	End Date	# Spots	Net Amount	Gross Amount
November 2012	42	\$32,151.25	\$37,825.00	0.00	10/29/12	11/06/12	42	\$32,151.25	\$37,825.00
Totals	42	\$32,151.25	\$37,825.00	0.00					

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Totals	
														Spots	Amount
1	4	10/30/12	10/30/12	M-F 9-10a M-F 9-10a	CM-All	9-10a	-T-----	:30	1	\$500.00	1	0.00	NM	1	\$500.00
NEWS AT 9A															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/29/12	11/04/12	-T-----	1		\$500.00		0.00						
2	4	10/31/12	10/31/12	M-F 9-10a M-F 9-10a	CM-All	9-10a	--W----	:30	1	\$500.00	1	0.00	NM	1	\$500.00
NEWS AT 9A															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/29/12	11/04/12	--W----	1		\$500.00		0.00						
3	4	11/01/12	11/01/12	M-F 9-10a M-F 9-10a	CM-All	9-10a	---T---	:30	1	\$500.00	1	0.00	NM	1	\$500.00
NEWS AT 9A															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/29/12	11/04/12	---T---	1		\$500.00		0.00						

Contract / Revision      586911      Flight Dates 10/30/12-11/06/12

Original Date / Revision    10/31/12/    10/31/12

Advertiser Missouri PMCSA

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Totals SpotsAmount	
4	4	11/02/12	11/02/12	M-F 9-10a M-F 9-10a	CM-All	9-10a	----F--	:30	1	\$500.00	1	0.00	NM	1	\$500.00
NEWS AT 9A															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>			
Week:		10/29/12	11/04/12	----F--				1		\$500.00		0.00			
5	4	11/06/12	11/06/12	M-F 9-10a M-F 9-10a	CM-All	9-10a	-T-----	:30	1	\$500.00	1	0.00	NM	1	\$500.00
NEWS AT 9A															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>			
Week:		11/05/12	11/11/12	-T-----				1		\$500.00		0.00			
6	4	10/30/12	10/30/12	M-F 12p-1p M-F 12-1p	CM-All	12-1p	-T-----	:30	1	\$500.00	1	0.00	NM	1	\$500.00
NOON NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>			
Week:		10/29/12	11/04/12	-T-----				1		\$500.00		0.00			
7	4	10/31/12	10/31/12	M-F 12p-1p M-F 12-1p	CM-All	12-1p	--W----	:30	1	\$500.00	1	0.00	NM	1	\$500.00
NOON NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>			
Week:		10/29/12	11/04/12	--W----				1		\$500.00		0.00			
8	4	11/01/12	11/01/12	M-F 12p-1p M-F 12-1p	CM-All	12-1p	---T---	:30	1	\$500.00	1	0.00	NM	1	\$500.00
NOON NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>			
Week:		10/29/12	11/04/12	---T---				1		\$500.00		0.00			
9	4	11/02/12	11/02/12	M-F 12p-1p M-F 12-1p	CM-All	12-1p	----F--	:30	1	\$500.00	1	0.00	NM	1	\$500.00
NOON NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>			
Week:		10/29/12	11/04/12	----F--				1		\$500.00		0.00			
10	4	11/05/12	11/05/12	M-F 12p-1p M-F 12-1p	CM-All	12-1p	M-----	:30	1	\$500.00	1	0.00	NM	1	\$500.00
NOON NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>			
Week:		11/05/12	11/11/12	M-----				1		\$500.00		0.00			
11	4	10/30/12	10/30/12	M-F 4-5p M-F 4-5p	CM-All	4-5p	-T-----	:30	1	\$375.00	2	0.00	NM	1	\$375.00
JUDGE JUDY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>			
Week:		10/29/12	11/04/12	-T-----				1		\$375.00		0.00			
12	4	11/01/12	11/01/12	M-F 4-5p M-F 4-5p	CM-All	4-5p	---T---	:30	1	\$375.00	2	0.00	NM	1	\$375.00
JUDGE JUDY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>			
Week:		10/29/12	11/04/12	---T---				1		\$375.00		0.00			
13	4	10/30/12	10/30/12	M-F 7-9a M-F 7-9a	CM-All	7-9a	-T-----	:30	1	\$825.00	1	0.00	NM	1	\$825.00
NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>			
Week:		10/29/12	11/04/12	-T-----				1		\$825.00		0.00			
14	4	10/31/12	10/31/12	M-F 7-9a M-F 7-9a	CM-All	7-9a	--W----	:30	1	\$825.00	1	0.00	NM	1	\$825.00
NEWS															

**Contract / Revision**      **586911**      **Flight Dates** 10/30/12-11/06/12

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Totals Spots Amount	
14	4	10/31/12	10/31/12	M-F 7-9a M-F 7-9a	CM-All	7-9a	--W----	:30	1	\$825.00	1	0.00	NM	1	\$825.00
NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>	<u>Rating</u>					
Week:		10/29/12	11/04/12	--W----			1		\$825.00	0.00					
15	4	11/01/12	11/01/12	M-F 7-9a M-F 7-9a	CM-All	7-9a	---T---	:30	1	\$825.00	1	0.00	NM	1	\$825.00
NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>	<u>Rating</u>					
Week:		10/29/12	11/04/12	---T---			1		\$825.00	0.00					
16	4	11/02/12	11/02/12	M-F 7-9a M-F 7-9a	CM-All	7-9a	----F--	:30	1	\$825.00	1	0.00	NM	1	\$825.00
NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>	<u>Rating</u>					
Week:		10/29/12	11/04/12	----F--			1		\$825.00	0.00					
17	4	11/05/12	11/05/12	M-F 7-9a M-F 7-9a	CM-All	7-9a	M-----	:30	1	\$825.00	1	0.00	NM	1	\$825.00
NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>	<u>Rating</u>					
Week:		11/05/12	11/11/12	M-----			1		\$825.00	0.00					
18	4	11/06/12	11/06/12	M-F 7-9a M-F 7-9a	CM-All	7-9a	-T-----	:30	1	\$825.00	1	0.00	NM	1	\$825.00
NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>	<u>Rating</u>					
Week:		11/05/12	11/11/12	-T-----			1		\$825.00	0.00					
20	4	11/04/12	11/04/12	Su 5-6p 530-6p	CM-All	530-6p (5:30 PM-6:00 PM)	-----S	:30	1	\$375.00	1	0.00	NM	1	\$375.00
NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>	<u>Rating</u>					
Week:		10/29/12	11/04/12	-----S			1		\$375.00	0.00					
21	4	10/30/12	10/30/12	M-F 9-10p 9-930p	CM-All	9-930p (9:00 PM-9:30 PM)	-T-----	:30	1	\$1,800.00	1	0.00	NM	1	\$1,800.00
FOX NEWS AT 9															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>	<u>Rating</u>					
Week:		10/29/12	11/04/12	-T-----			1		\$1,800.00	0.00					
22	4	10/31/12	10/31/12	M-F 9-10p 9-930p	CM-All	9-930p (9:00 PM-9:30 PM)	--W----	:30	1	\$1,800.00	1	0.00	NM	1	\$1,800.00
FOX NEWS AT 9															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>	<u>Rating</u>					
Week:		10/29/12	11/04/12	--W----			1		\$1,800.00	0.00					
23	4	11/01/12	11/01/12	M-F 9-10p 9-930p	CM-All	9-930p (9:00 PM-9:30 PM)	---T---	:30	1	\$1,800.00	1	0.00	NM	1	\$1,800.00
FOX NEWS AT 9															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>	<u>Rating</u>					
Week:		10/29/12	11/04/12	---T---			1		\$1,800.00	0.00					
24	4	11/02/12	11/02/12	M-F 9-10p 9-930p	CM-All	9-930p (9:00 PM-9:30 PM)	----F--	:30	1	\$1,800.00	1	0.00	NM	1	\$1,800.00
FOX NEWS AT 9															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>	<u>Rating</u>					
Week:		10/29/12	11/04/12	----F--			1		\$1,800.00	0.00					
25	4	11/05/12	11/05/12	M-F 9-10p 9-930p	CM-All	9-930p (9:00 PM-9:30 PM)	M-----	:30	1	\$1,800.00	1	0.00	NM	1	\$1,800.00
FOX NEWS AT 9															





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Contract / Revision 586911 Flight Dates 10/30/12-11/06/12

Hiatus Dates

Original Date / Revision 10/31/12/ 10/31/12

Order Sep 00:15:00

Advertiser Missouri PMCSA

Product MOPET

Estimate # C30N06

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Totals	
														Spots	Amount
25	4	11/05/12	11/05/12	M-F 9-10p 9-930p	CM-All	9-930p (9:00 PM-9:30 PM)	M-----	:30	1	\$1,800.00	1	0.00	NM	1	\$1,800.00
FOX NEWS AT 9															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		11/05/12	11/11/12	M-----					1	\$1,800.00		0.00			
26	4	11/01/12	11/01/12	M-F 3-4p M-F 3-4p	CM-All	3-4p	---T---	:30	2	\$150.00	2	0.00	NM	2	\$300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/29/12	11/04/12	---T---					2	\$150.00		0.00			
27	4	11/02/12	11/02/12	M-F 3-4p M-F 3-4p	CM-All	3-4p	----F--	:30	2	\$150.00	2	0.00	NM	2	\$300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/29/12	11/04/12	----F--					2	\$150.00		0.00			
28	4	11/05/12	11/05/12	M-F 3-4p M-F 3-4p	CM-All	3-4p	M-----	:30	1	\$150.00	2	0.00	NM	1	\$150.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		11/05/12	11/11/12	M-----					1	\$150.00		0.00			
29	4	11/01/12	11/01/12	M-F 3-4p M-F 3-4p	CM-All	3-4p	---T---	:30	1	\$375.00	2	0.00	NM	1	\$375.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/29/12	11/04/12	---T---					1	\$375.00		0.00			
30	4	11/02/12	11/02/12	M-F 3-4p M-F 3-4p	CM-All	3-4p	----F--	:30	1	\$375.00	2	0.00	NM	1	\$375.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/29/12	11/04/12	----F--					1	\$375.00		0.00			
31	4	11/05/12	11/05/12	M-F 3-4p M-F 3-4p	CM-All	3-4p	M-----	:30	1	\$375.00	2	0.00	NM	1	\$375.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		11/05/12	11/11/12	M-----					1	\$375.00		0.00			
32	4	11/03/12	11/03/12	Sa 7-9a Sa 7-9a	CM-All	Sa 7-9a	-----S-	:30	1	\$800.00	1	0.00	NM	1	\$800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/29/12	11/04/12	-----S-					1	\$800.00		0.00			
33	4	11/04/12	11/04/12	Su 7-9a Su 7-9a	CM-All	Su 7-9a	-----S	:30	1	\$800.00	1	0.00	NM	1	\$800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/29/12	11/04/12	-----S					1	\$800.00		0.00			
34	4	11/04/12	11/04/12	Su 10p Sports BB/SP Su 10p Sports SP	CM-All	Su 10-1035p	-----S	:30	1	\$1,000.00	1	0.00	NM	1	\$1,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/29/12	11/04/12	-----S					1	\$1,000.00		0.00			
35	4	11/05/12	11/05/12	Monday Prime B FOX Prime Monday 8-9p	CM-All	8p-9p	M-----	:30	1	\$1,800.00	2	0.00	NM	1	\$1,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		11/05/12	11/11/12	M-----					1	\$1,800.00		0.00			
36	4	11/01/12	11/01/12	X Factor Thursday FOX X Factor	CM-All	7-9p (7:00 PM-8:00 PM)	---T---	:30	1	\$3,000.00	1	0.00	NM	1	\$3,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/29/12	11/04/12	---T---					1	\$3,000.00		0.00			
37	4	11/02/12	11/02/12	Friday Prime A FOX Prime Friday 7-8p	CM-All	7p-8p	----F--	:30	1	\$1,000.00	2	0.00	NM	1	\$1,000.00



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Contract / Revision **586911** Flight Dates **10/30/12-11/06/12**

Hiatus Dates

Original Date / Revision 10/31/12/ 10/31/12

Order Sep 00:15:00

Advertiser **Missouri PMCSA**

Product **MOPET**

Estimate # **C30N06**

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Totals	
														Spots	Amount
37	4	11/02/12	11/02/12	Friday Prime A FOX Prime Friday 7-8p	CM-All	7p-8p	----F--	:30	1	\$1,000.00	2	0.00	NM	1	\$1,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
	Week:	10/29/12	11/04/12	----F--					1	\$1,000.00		0.00			
38	4	11/02/12	11/02/12	Friday Prime B FOX Prime Friday 8-9p	CM-All	8p-9p	----F--	:30	1	\$1,000.00	2	0.00	NM	1	\$1,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
	Week:	10/29/12	11/04/12	----F--					1	\$1,000.00		0.00			
N39	4	11/02/12	11/02/12	M-F 630-7p M-F 630-7p	CM-All	630-7p	----F--	:30	1	\$2,160.00	3	0.00	NM	1	\$2,160.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
	Week:	10/29/12	11/04/12	----F--					1	\$2,160.00		0.00			
N40	4	11/05/12	11/05/12	M-F 630-7p M-F 630-7p	CM-All	630-7p	M-----	:30	1	\$2,155.00	2	0.00	NM	1	\$2,155.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
	Week:	11/05/12	11/11/12	M-----					1	\$2,155.00		0.00			
N41	4	11/05/12	11/05/12	M-F 630-7p M-F 630-7p	CM-All	630-7p	M-----	:30	1	\$2,160.00	2	0.00	NM	1	\$2,160.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
	Week:	11/05/12	11/11/12	M-----					1	\$2,160.00		0.00			
Totals														42	\$37,825.00



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# ORDER

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Flight Dates 10/30/12-11/06/12

Contract / Revision 586911 /

Original Date / Revision  
10/30/12 10/30/12

Advertiser Missouri PMCSA

Agency Smart Media Group LLC

Buying Contact

814 King Street  
Suite 400  
Alexandria, VA 22314

Product

MOPET

Agency Com 15%

Billing Contact

814 King Street  
Suite 400  
Alexandria, VA 22314

Sales Office DC-M

Sales Region NAT

Agency Ref

Order Sep 00:15:00

Estimate # C30N06

Alt Order # 09853278

Billing Type Cash

Order Type GENERAL

Billing Cycle EOM/EOC

Billing Calendar BROADCAST

Demographic A35+

Rev Codes SP-POL ISS POL

Product Codes PL2C

Priority 2

Advertiser Ref

Primary Account Executive  
Dan Driscoll

Account Executive	Order%	Start Date	End Date
Dan Driscoll	100%		

Order Share 25% Market Value 125400

Competing Station	% of Order	Amount
KCPT	%	0
KCTV	25%	31350
KCWE	%	0
KMBC	25%	31350
KMCI	%	0
KPXE	%	0
KSHB	25%	31350
KSMO	%	0

## Order Totals

## Billing Plan

Month	# of Spots	Net Amount	Gross Amount	Rating	Start Date	End Date	# Spots	Net Amount	Gross Amount
November 2012	39	\$26,647.50	\$31,350.00	0.00	10/29/12	11/06/12	39	\$26,647.50	\$31,350.00
<b>Totals</b>	<b>39</b>	<b>\$26,647.50</b>	<b>\$31,350.00</b>	<b>0.00</b>					

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Totals	
														Spots	Amount
1	4	10/30/12	10/30/12	M-F 9-10a M-F 9-10a	CM-All	9-10a	-T-----	:30	1	\$500.00	1	0.00	NM	1	\$500.00
NEWS AT 9A															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>			
Week:		10/29/12	11/04/12	-T-----				1		\$500.00		0.00			
2	4	10/31/12	10/31/12	M-F 9-10a M-F 9-10a	CM-All	9-10a	--W----	:30	1	\$500.00	1	0.00	NM	1	\$500.00
NEWS AT 9A															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>			
Week:		10/29/12	11/04/12	--W----				1		\$500.00		0.00			
3	4	11/01/12	11/01/12	M-F 9-10a M-F 9-10a	CM-All	9-10a	---T---	:30	1	\$500.00	1	0.00	NM	1	\$500.00
NEWS AT 9A															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>			
Week:		10/29/12	11/04/12	---T---				1		\$500.00		0.00			







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Contract / Revision 586911 Flight Dates 10/30/12-11/06/12

Hiatus Dates

Original Date / Revision 10/30/12/ 10/30/12

Order Sep 00:15:00

Advertiser Missouri PMCSA

Product MOPET

Estimate # C30N06

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Totals	
														Spots	Amount
25	4	11/05/12	11/05/12	M-F 9-10p 9-930p	CM-All	9-930p (9:00 PM-9:30 PM)	M-----	:30	1	\$1,800.00	1	0.00	NM	1	\$1,800.00
FOX NEWS AT 9															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		11/05/12	11/11/12	M-----					1	\$1,800.00		0.00			
N 26	4	11/01/12	11/01/12	M-F 3-4p M-F 3-4p	CM-All	3-4p	---T---	:30	2	\$150.00	2	0.00	NM	2	\$300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/29/12	11/04/12	---T---					2	\$150.00		0.00			
N 27	4	11/02/12	11/02/12	M-F 3-4p M-F 3-4p	CM-All	3-4p	----F--	:30	2	\$150.00	2	0.00	NM	2	\$300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/29/12	11/04/12	----F--					2	\$150.00		0.00			
N 28	4	11/05/12	11/05/12	M-F 3-4p M-F 3-4p	CM-All	3-4p	M-----	:30	1	\$150.00	2	0.00	NM	1	\$150.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		11/05/12	11/11/12	M-----					1	\$150.00		0.00			
N 29	4	11/01/12	11/01/12	M-F 3-4p M-F 3-4p	CM-All	3-4p	---T---	:30	1	\$375.00	2	0.00	NM	1	\$375.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/29/12	11/04/12	---T---					1	\$375.00		0.00			
N 30	4	11/02/12	11/02/12	M-F 3-4p M-F 3-4p	CM-All	3-4p	----F--	:30	1	\$375.00	2	0.00	NM	1	\$375.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/29/12	11/04/12	----F--					1	\$375.00		0.00			
N 31	4	11/05/12	11/05/12	M-F 3-4p M-F 3-4p	CM-All	3-4p	M-----	:30	1	\$375.00	2	0.00	NM	1	\$375.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		11/05/12	11/11/12	M-----					1	\$375.00		0.00			
N 32	4	11/03/12	11/03/12	Sa 7-9a Sa 7-9a	CM-All	Sa 7-9a	-----S-	:30	1	\$800.00	1	0.00	NM	1	\$800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/29/12	11/04/12	-----S-					1	\$800.00		0.00			
N 33	4	11/04/12	11/04/12	Su 7-9a Su 7-9a	CM-All	Su 7-9a	-----S	:30	1	\$800.00	1	0.00	NM	1	\$800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/29/12	11/04/12	-----S					1	\$800.00		0.00			
N 34	4	11/04/12	11/04/12	Su 10p Sports BB/SP Su 10p Sports SP	CM-All	Su 10-1035p	-----S	:30	1	\$1,000.00	1	0.00	NM	1	\$1,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/29/12	11/04/12	-----S					1	\$1,000.00		0.00			
N 35	4	11/05/12	11/05/12	Monday Prime B FOX Prime Monday 8-9p	CM-All	8p-9p	M-----	:30	1	\$1,800.00	2	0.00	NM	1	\$1,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		11/05/12	11/11/12	M-----					1	\$1,800.00		0.00			
N 36	4	11/01/12	11/01/12	X Factor Thursday FOX X Factor	CM-All	7-9p (7:00 PM-8:00 PM)	---T---	:30	1	\$3,000.00	1	0.00	NM	1	\$3,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/29/12	11/04/12	---T---					1	\$3,000.00		0.00			
N 37	4	11/02/12	11/02/12	Friday Prime A FOX Prime Friday 7-8p	CM-All	7p-8p	----F--	:30	1	\$1,000.00	2	0.00	NM	1	\$1,000.00



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Contract / Revision **586911** Flight Dates **10/30/12-11/06/12**

Hiatus Dates

Original Date / Revision 10/30/12/ 10/30/12

Order Sep 00:15:00

Advertiser **Missouri PMCSA**

Product **MOPET**

Estimate # **C30N06**

													Totals	
Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg Type	Spots	Amount
N37	4	11/02/12	11/02/12	Friday Prime A FOX Prime Friday 7-8p	CM-All	7p-8p	----F--	:30	1	\$1,000.00	2	0.00 NM	1	\$1,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>		
Week:		10/29/12	11/04/12	----F--					1	\$1,000.00		0.00		
N38	4	11/02/12	11/02/12	Friday Prime B FOX Prime Friday 8-9p	CM-All	8p-9p	----F--	:30	1	\$1,000.00	2	0.00 NM	1	\$1,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>		
Week:		10/29/12	11/04/12	----F--					1	\$1,000.00		0.00		
													Totals	39 \$31,350.00



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# ORDER

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Flight Dates 10/30/12-11/06/12

Contract / Revision 586911 /

Original Date / Revision  
10/29/12 10/29/12

Advertiser Missouri PMCSA

Agency Smart Media Group LLC

Buying Contact

814 King Street  
Suite 400  
Alexandria, VA 22314

Product

MOPET

Agency Com 15%

Billing Contact

814 King Street  
Suite 400  
Alexandria, VA 22314

Sales Office DC-M

Sales Region NAT

Agency Ref

Order Sep 00:15:00

Estimate # C30N06

Alt Order # 09853278

Billing Type Cash

Order Type GENERAL

Billing Cycle EOM/EOC

Billing Calendar BROADCAST

Demographic A35+

Rev Codes SP-POL ISS POL

Product Codes PL2C

Priority 2

Advertiser Ref

Primary Account Executive  
Dan Driscoll

Account Executive	Order%	Start Date	End Date
Dan Driscoll	100%		

Order Share 25% Market Value 80300

Competing Station	% of Order	Amount
KCPT	%	0
KCTV	25%	20075
KCWE	%	0
KMBC	25%	20075
KMCI	%	0
KPXE	%	0
KSHB	25%	20075
KSMO	%	0

## Order Totals

## Billing Plan

Month	# of Spots	Net Amount	Gross Amount	Rating	Start Date	End Date	# Spots	Net Amount	Gross Amount
November 2012	24	\$17,063.75	\$20,075.00	0.00	10/29/12	11/06/12	24	\$17,063.75	\$20,075.00
<b>Totals</b>	<b>24</b>	<b>\$17,063.75</b>	<b>\$20,075.00</b>	<b>0.00</b>					

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Totals	
														Spots	Amount
E 1	4	10/30/12	10/30/12	M-F 9-10a M-F 9-10a	CM-All	9-10a	-T-----	:30	1	\$500.00	1	0.00	NM	1	\$500.00
NEWS AT 9A															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/29/12	11/04/12	-T-----			1		\$500.00		0.00				
E 2	4	10/31/12	10/31/12	M-F 9-10a M-F 9-10a	CM-All	9-10a	--W----	:30	1	\$500.00	1	0.00	NM	1	\$500.00
NEWS AT 9A															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/29/12	11/04/12	--W----			1		\$500.00		0.00				
E 3	4	11/01/12	11/01/12	M-F 9-10a M-F 9-10a	CM-All	9-10a	---T---	:30	1	\$500.00	1	0.00	NM	1	\$500.00
NEWS AT 9A															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/29/12	11/04/12	---T---			1		\$500.00		0.00				





Contract / Revision      **586911**      Flight Dates **10/30/12-11/06/12**

Original Date / Revision    10/29/12/    10/29/12

Advertiser Missouri PMCSA

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Totals SpotsAmount	
E 14	4	10/31/12	10/31/12	M-F 7-9a M-F 7-9a	CM-All	7-9a	--W----	:30	1	\$825.00	1	0.00	NM	1	\$825.00
NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/29/12	11/04/12	--W----			1		\$825.00		0.00				
E 15	4	11/01/12	11/01/12	M-F 7-9a M-F 7-9a	CM-All	7-9a	---T---	:30	1	\$825.00	1	0.00	NM	1	\$825.00
NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/29/12	11/04/12	---T---			1		\$825.00		0.00				
E 16	4	11/02/12	11/02/12	M-F 7-9a M-F 7-9a	CM-All	7-9a	----F--	:30	1	\$825.00	1	0.00	NM	1	\$825.00
NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/29/12	11/04/12	----F--			1		\$825.00		0.00				
E 17	4	11/05/12	11/05/12	M-F 7-9a M-F 7-9a	CM-All	7-9a	M-----	:30	1	\$825.00	1	0.00	NM	1	\$825.00
NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		11/05/12	11/11/12	M-----			1		\$825.00		0.00				
E 18	4	11/06/12	11/06/12	M-F 7-9a M-F 7-9a	CM-All	7-9a	-T-----	:30	1	\$825.00	1	0.00	NM	1	\$825.00
NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		11/05/12	11/11/12	-T-----			1		\$825.00		0.00				
E 20	4	11/04/12	11/04/12	Su 5-6p 530-6p	CM-All	530-6p (5:30 PM-6:00 PM)	-----S	:30	1	\$375.00	1	0.00	NM	1	\$375.00
NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/29/12	11/04/12	-----S			1		\$375.00		0.00				
E 21	4	10/30/12	10/30/12	M-F 9-10p 9-930p	CM-All	9-930p (9:00 PM-9:30 PM)	-T-----	:30	1	\$1,800.00	1	0.00	NM	1	\$1,800.00
FOX NEWS AT 9															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/29/12	11/04/12	-T-----			1		\$1,800.00		0.00				
E 22	4	10/31/12	10/31/12	M-F 9-10p 9-930p	CM-All	9-930p (9:00 PM-9:30 PM)	--W----	:30	1	\$1,800.00	1	0.00	NM	1	\$1,800.00
FOX NEWS AT 9															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/29/12	11/04/12	--W----			1		\$1,800.00		0.00				
E 23	4	11/01/12	11/01/12	M-F 9-10p 9-930p	CM-All	9-930p (9:00 PM-9:30 PM)	---T---	:30	1	\$1,800.00	1	0.00	NM	1	\$1,800.00
FOX NEWS AT 9															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/29/12	11/04/12	---T---			1		\$1,800.00		0.00				
E 24	4	11/02/12	11/02/12	M-F 9-10p 9-930p	CM-All	9-930p (9:00 PM-9:30 PM)	----F--	:30	1	\$1,800.00	1	0.00	NM	1	\$1,800.00
FOX NEWS AT 9															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/29/12	11/04/12	----F--			1		\$1,800.00		0.00				
E 25	4	11/05/12	11/05/12	M-F 9-10p 9-930p	CM-All	9-930p (9:00 PM-9:30 PM)	M-----	:30	1	\$1,800.00	1	0.00	NM	1	\$1,800.00
FOX NEWS AT 9															

